

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Fluid Imaging Tech.

Maine Manufacturing Extension Partnership

Fluid Imaging Launches Into The Marketplace

Client Profile:

Fluid Imaging is the first spin-off company based on a technology from the world-renowned Bigelow Laboratories of Ocean Sciences in Boothbay, Maine. The platform technology is called the FlowCam, which utilizes the combination of a digital microscope, proprietary lighting, and software to not only sense the presence of predetermined sized bodies (such as algae blooms) in liquid but also to record digital micrographs of these bodies for later identification and tabulation of statistical data. The technology's inventor is the company's sole proprietor.

Situation:

Though a brilliant technologist, the founder of Fluid Imaging needed help with all aspects of product commercialization. He contacted the Maine Manufacturing Extension Partnership (Maine MEP), a NIST MEP network affiliate, for help commercializing his product.

Solution:

Maine MEP introduced Fluid Imaging to all aspects of product commercialization. First, Maine MEP helped the company obtain over \$115,000 of cost share funding from the Maine Technology Institute, the Experimental Program for Commercialization of Technology (EPSCoT), and the Maine Space Grant Consortium so that it could afford the cost of its assistance. Maine MEP helped the company obtain patent protection, conduct market analysis, develop promotional literature and a web site, organize and staff trade shows, and train sales staff. The organization continues to provide ongoing strategic and operational management consulting. Maine MEP also helped its client partner with a company that treats bilge water in ships to prevent environmentally damaging things (such as Zebra Mussels) from being discharged in ballast water.

Now two years old, Fluid Imaging is experiencing rapid growth, expanding its staff, and has enjoyed sales of \$600,000 in the first two years.

Results:

Established strategies and tactics for product commercialization.

Generated product sales of \$600,000 to date.

Created two new jobs and anticipate the creation of a third position this year.

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Testimonial:

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